

**PUNJAB PUBLIC SERVICE COMMISSION**  
**COMBINED COMPETITIVE EXAMINATION**  
**FOR RECRUITMENT TO THE POSTS OF**  
**PROVINCIAL MANAGEMENT SERVICE, ETC.**

**MASS COMMUNICATION (OPTIONAL), PAPER-I**

**TIME ALLOWED: 3 HOURS**

**MAXIMUM MARKS: 100**

**Note:** Attempt in English or Urdu.

Attempt any FIVE questions.

- Q.1:** How press laws and ethics are distorted in Pakistan by media biases and political leanings? How government and NGOs influence media coverage in Pakistan? (20)
- Q.2:** Give brief assessment of performance regarding cultural transmission of any five media houses in Pakistan. Would you like to advocate a ban on foreign channels like Star Plus? Give two arguments in support of your answer. (20)
- Q.3:** Describe brief history of Yellow Journalism. Explain this concept under the light of the examples from journalism in Pakistan? (20)
- Q.4:** Sub-editing is a demanding job which requires special focus on catering accuracy, fairness, balance and objectivity? Do you agree? Do you think the sub-editor of a Pakistani newspaper is fulfilling this requirement without any pressure? Write your frank comments. (20)
- Q.5:** "Media has powerful effect on society". Discuss. Will a message communicated through CNN be much more effective than the message communicated through BBC or vice versa? (20)
- Q.6:** Radio is a medium of immediacy and has the largest size of audience and range. Do you agree? Give an argumentative answer. (20)
- Q.7:** "Today's media is highly commercialized and responsible for disruption in the society." Do you agree? Discuss. (20)